

Use of articles

adapted by D.Potter - 20170411

practice based on an internet press release

Complete the text with either a zero article (-), a definite or an indefinite article

1 Case study - James Carston, Fine Shirtmakers
2
3 Set up in [] 1920s by James Carston, [] Manchester tailor, [] company has
4 remained in [] family and is now run by James's grandson, Paul Carston.
5 Employing fewer than 50 people, [] company has [] reputation for producing
6 high-quality men's shirts, which it sells by mail order, and has [] loyal
7 customer base. As Paul Carston says, 'Once someone has tried our shirts, they
8 tend to come back for more. Our customers appreciate [] attention to detail
9 and [] high-quality fabric we use.' And it's [] fabric they now use that
10 makes [] company almost unique in [] world of men's shirt manufacturers.
11
12 When Paul Carston took over running [] company in 1999, he inherited a
13 business that prided itself on using local well-paid machinists rather than
14 sweatshop labour, and looked upon its employees as members of [] extended
15 family. Paul, [] committed environmentalist, felt that [] company fitted in
16 well with his values. [] shirts were made from 100 per cent cotton, and as
17 Paul says, 'It's [] completely natural fibre, so you would think it was
18 environmentally sound'. Then Paul read [] magazine article about Fair Trade and
19 cotton producers. He was devastated to read that [] cotton industry is a
20 major source of pollution, and that [] synthetic fertilisers used to produce
21 cotton are finding their way into [] food chain.
22
23 Paul takes up [] story. 'I investigated our suppliers, and sure enough found
24 that they were producing cotton on [] industrial scale using massive amounts of
25 chemicals. Then I looked into organic cotton suppliers, and found an
26 organisation of Indian farmers who worked together to produce organic cotton on
27 [] Fair Trade basis. Organic cotton is considerably more expensive than
28 conventionally produced cotton, so I did [] sums. I discovered that if we were
29 prepared to take [] cut in profits, we would only need to add [] couple of pounds
30 to [] price of each shirt to cover [] extra costs. [] big risk, of course,
31 was whether our customers would pay extra for organic cotton.'
32
33 Paul did some research into [] ethical clothing market and discovered that
34 although there were several companies producing casual clothing such as
35 T-shirts in organic cotton, there was [] gap in [] market for smart men's
36 shirts. He decided to take [] plunge and switch entirely to organic cotton.
37 He wrote to all his customers explaining [] reasons for [] change, and at the
38 same time [] company set up [] website so they could sell [] shirts on the
39 internet. [] response was encouraging. Although they lost some of their
40 regular customers, they gained [] whole customer base looking for formal shirts
41 made from organic cotton, and [] company is going from strength to strength.

-- original text --

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4 remained in the family and is now run by James's grandson, Paul Carston.
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9 and the high-quality fabric we use.' And it's the fabric they now use that
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12 When Paul Carston took over running the company in 1999, he inherited a
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30 to the price of each shirt to cover the extra costs. The big risk, of course,
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